

**WVEC**  
613 Woodis Ave.  
Norfolk, VA 23510

Waterfront Strategies  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007-3603

**Contract # 848312**  
Schedule Dates 08/16/12-08/29/12  
Advertiser League of Conservation Voters-Majority PAC (397)  
Agency/T-Code Waterfront Strategies (8116)/154583751  
Product Political - US Senate (1176)  
Brand LCV/Senate Majority PAC (175692)  
Salesperson Blair, Cheryl (2205)  
Sales Office TeleRep - Philadelphia  
Buyer Name  
Phone/Fax  
CPE 126/133/1611  
Account Types National/Political PAC - Agency  
Billing Type Standard  
Comments LCV/SENATE MAJ PAC  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 08/14/12  
Last Modified 08/15/12  
Entered By Pennie Marsh  
CO-OP No  
Headline # 06277711  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$8,751.00  
Net Total \$49,589.00  
Sales Tax

**Norfolk (WVEC) (WVEC)**  
By Broadcast Month Spots Rate  
Aug. 2012 55 \$41,510.00  
Sep. 2012 19 \$16,830.00  
Grand Total: 74 \$58,340.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	10A-10:58A (ET)	1				X	X			2	\$500.00	\$1,000.00	Norfolk (WVEC) (WVEC)	RACHEL RAY	8/14/12
2.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	12P-12:57P (ET)	2				X	X			4	\$460.00	\$1,840.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/14/12
3.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	4:30A-4:59A (ET)	1	X	X	X					4	\$150.00	\$600.00	Norfolk (WVEC) (WVEC)	430AM NEWS	8/14/12
4.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	5:29P-5:58P (ET)	1	X	X	X					2	\$1,200.00	\$2,400.00	Norfolk (WVEC) (WVEC)	NEWS	8/14/12
5.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	6P-6:30P (ET)	1	X	X	X					2	\$1,400.00	\$2,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/14/12
6.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	6:58P-7:28P (ET)	1					1			4	\$1,500.00	\$6,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/14/12
7.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	7:28P-7:57P (ET)	3				X	X			6	\$500.00	\$3,000.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/14/12
8.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	9A-10A (ET)	1						1		2	\$380.00	\$760.00	Norfolk (WVEC) (WVEC)	THIS WEEK	8/14/12
9.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	5:58A-8A (ET)	1							1	4	\$320.00	\$1,280.00	Norfolk (WVEC) (WVEC)	NEWS	8/14/12
10.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	5:58A-8A (ET)	1							1	2	\$580.00	\$1,160.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/14/12
11.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	9A-9A (ET)	1							1	2	\$200.00	\$400.00	Norfolk (WVEC) (WVEC)	WALL STREET JOURNAL	8/14/12
12.0	Normal Line / SPOT	08/16/12-08/24/12	4	:30	11P-11:35P (ET)	2				X	X	X	X	4	\$2,090.00	\$8,360.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/14/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Norfolk, VA 23510

Waterfront Strategies  
1010 Wisconsin Ave  
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15.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	12P-12:57P (ET)	3	X	X	X					6	\$460.00	\$2,760.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/14/12
16.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	4:30A-4:59A (ET)		1	1	1					6	\$150.00	\$900.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/14/12
17.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	6:58P-7:28P (ET)		1	1	1					6	\$1,500.00	\$9,000.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/14/12
18.0	Normal Line / SPOT	08/20/12-08/29/12	4	:30	9A-10A (ET)	5	X	X	X					10	\$500.00	\$5,000.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b> WVEC-TV Norfolk-Virginia Beach	<b>Date:</b> 4/2/2012
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I, Media Strategies and Research

do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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**SEE ATTACHED SCHEDULE**

Date of First Broadcast:	Date of Last Broadcast:
8/16	8/29

<b>Total Gross Charges:</b> \$24,794.50 Net
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This broadcast time will be used by: **League of Conservation Voters**

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

#848312



**Media Strategies and Research**  
1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
Denver, Colorado 80203      Fairfax, Virginia 22030  
(303) 989-4700      (703) 877-2000

For Programming that "communicates a message relating to any political matter of national importance, list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For Programming that "communicates a message relating to any political matter of national importance, attach Agreed Upon Schedule.

I represent that the payment for the above described broadcast time has been furnished by:

League of Conservation Voters

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

1920 L Street, NW Ste 800, Washington, DC 20036

Executive Director

202-785-86 Treasurer: Patrick Collins

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s).

For the above-stated broadcast(s) I also agree to prepare a script, transcript, or tape, which will be delivered to the station prior to the time of the scheduled broadcasts.

**To Be Signed By Issue Advertiser**

Monday, April 02, 2012

Date



Signature

303-989-4700

Contact Phone Number

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted In Part

☐ Rejected



Signature

Penne Marsh

Printed Name



Title



Media Strategies and Research

1580 Lincoln Street, Suite 510  
Denver, Colorado 80203  
(303) 989-4700

11350 Random Hills Road, Suite 670  
Fairfax, Virginia 22030  
(703) 877-2000

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 40px;">8/20</span>
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I, Mike Furman  
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As ordered				

**Total Charges:** ~~\$~~ 24,794.50 Net

This broadcast time will be used by: Majority PAC

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes
 ☐ No

# 848312



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Ma, city PAK

700 13th Street, NW

Washington, DC 20005

202-338-6060

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; 
 ☐ a committee; 
 ☐ an association; 
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Rebecca Lamb*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/4/12 \_\_\_\_\_ 202-338-8700  
 Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
*Penn Marsh*      Penn Marsh      NSC  
 Signature Printed Name Title